

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
Office of the Dean  
**2011**

**Full Marks: 60**  
**Time: 3 hrs.**

**BIM/ Second Semester/MGT204: Business Communication**

*Candidates are required to answer the questions in their own words as far as practicable*  
**Group 'A'**

**1. Brief Answer Questions:**

**[10×1=10]**

- a. Define the term “Communication” and trace its origin.
- b. What is “real world” or “the word of reality”?
- c. Explain the “map-territory” relationship in communication.
- d. How can we overcome “Two-Valued” thinking?
- e. Eliminate surplus words in the following sentence:  
His performance was good enough to enable him to qualify for the promotion.
- f. What is the relationship between “Ethics” and “Public Relation writing”?
- g. Give two examples of “Talking Captions” in organizing the Report information.
- h. Why is extemporaneous presentation regarded as best?
- i. Mention any three qualities of a successful interviewee.
- j. Name the four types of informal spaces [Proxemics].

**Group 'B'**

**Attempt any FIVE Questions:**

**[5×10=50]**

2. What is place of communication in human society? Is communication indispensable?
3. What are the principal factors in and affecting the filtering process? Illustrate them with appropriate examples.
4. Explain the “Abstraction Process” in language development with suitable figure and examples.
5. “Two-Valued Thinking” can be a problem in communication. Elaborate with solutions.
6. What devices can you use in a sales letter to gain **Reader’ attention, Interest, Desire, and Action**? Illustrate it with a “sales letter”.
7. Prepare a Memorandum on any one of the following:
  - a. Inadequacy of student facilities in your college.
  - b. Your work environment is experiencing a problem (with scheduling, lay-offs, turnover production, quality, morale, etc). Your boss has asked you to write a memo noting the problem and suggesting solutions.
8. What is Non-Verbal Communication? Classify them and elaborate any two types of NVC.
9. Write short notes on (any two):
  - a. Fundamental Truths of Communication.
  - b. The Infinity of Reality.
  - c. The system of Outline symbols in Report writing.
  - d. Guide lines for the Interviewer. <https://genuinenotes.com>